

**\*\*\* SCAM WARNING \*\*\***

Several exhibitors and/or other attendees who are registered to participate in the ATA's January 2023 Trade Show have forwarded emails from individuals holding themselves out as authorized representatives of the ATA. The emails that have come to our attention purport to offer the ATA's Trade Show exhibitor/attendee list for sale. Moreover, in an effort to create an air of authenticity, some of these emails include the ATA trademark-protected logo immediately below the sender's signature block. By way of illustration, one such email chain is embedded below:

From: Kency Liu <[show3@tradshows.com](mailto:show3@tradshows.com)>  
Sent: Tuesday, November 29, 2022 8:37 AM  
To: [REDACTED]  
Subject: RE: ATA Trade Show 2023

Hi - How are you!

I just wanted to check in and see if you have an update on my previous email?

Please let me know your thoughts, I'd be happy to send attendee counts and pricing details.

Thanks  
Kency Liu

From: Kency Liu [<mailto:show3@tradshows.com>]  
Sent: 28 November 2022 10:02 AM  
To: [REDACTED]  
Subject: ATA Trade Show 2023

Dear Exhibitor,

Archery Trade Association 2023 Attendees/Visitors list is available now.

Would you like to receive the attendee list for your Booth invites, pre show and post show marketing campaigns, appointment setting, etc..?

Please pick the number that describes your response:

1. Yes, Send counts & cost.
2. I'm not interested.

Regards,  
Kency Liu  
Event and Trade Show Coordinator



**THIS IS A SCAM.** As an initial matter, the ATA does not sell its Trade Show attendee/exhibitor lists. In addition, these companies and individuals are not affiliated with the ATA in any way and the data they are attempting to sell you is not legitimate. The use of the ATA logo is also unauthorized and the only domain name and extension used by the ATA is "archerytrade.org."

Lastly, our investigation into this matter has revealed that the purported "companies" identified in these emails are non-existent and the contact information (telephone number, office address, points of contact, etc.) cannot be traced to any legitimate source. If you receive any calls or emails of this nature, please forward all such information to the ATA at [allisonjasper@archerytrade.org](mailto:allisonjasper@archerytrade.org).